

REP HEADLINE# 6271124
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP
AUG9/12 15.50
*** WFLA-TV ***

ADV # ADV. NAME ISS/LIBERTY FOUNDATION FL

AGY # AGY. NAME MENTZER MEDIA SERVICES, INC.

600 FAIRMOUNT AVENUE, SUITE 306

TOWSON, MD 21286

REP. # OFF. # SALESMAN #

BUYER NAME STEPHANIE KOHLBAUER

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6271124

CLASS: NATL. LOCAL REGIONAL

PRDCT LIBERTY ENDATION FL EST#337 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG11/12 AUG14/12 WK-1

CITY TAX STATE TAX

CO-OP BILLING NEEDED

DATE AUG9/12 15.50

REP: NEW ORDER

TTL \$55,175 @16X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM LIBERTY FOUNDATION OF FLORIDA
IDB #1021 TV INVOICES #9912736

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 337

1			800P-1200M	30		28000.00	8/11	8/11	1		SAT	1
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PROGRAM : OLYMPICS PRIME
CON COM1 : OLYMPICS PRIME

2			1200M-1235A	30		\$2,600.00	8/11	8/11	1		SAT	1
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PROGRAM : OLYMPIC LATE NEWS
CON COM1 : OLYMPIC LATE NEWS

3			600P-630P	30		\$900.00	8/11	8/11	2		SAT	2
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PROGRAM : SAT 6P NEWS
CON COM1 : SAT 6P NEWS

AUG9/12 15.50
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			500A-1200N PROGRAM : OLYMPICS WEEKEND AM CON COM1: OLYMPICS WEEKEND AM	30		\$7,500.00	8/12	8/12	1		SUN	1
5			600P-630P PROGRAM : SUN 6P NEWS CON COM1: SUN 6P NEWS	30		\$1,000.00	8/12	8/12	2		SUN	2
6			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$2,000.00	8/13	8/13	1		MON	1
7			300P-400P PROGRAM : THE DOCTORS CON COM1: THE DOCTORS	30		\$425.00	8/13	8/13	1		MON	1
8			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$650.00	8/13	8/13	1		MON	1
9			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$1,000.00	8/13	8/13	1		MON	1
10			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$1,000.00	8/13	8/13	1		MON	1
11			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,000.00	8/13	8/13	1		MON	1
12			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$2,200.00	8/13	8/13	2		MON	2

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13			1100P-1135P	30		\$1,800.00	8/13	8/13	1		MON	1
PROGRAM : 11P NEWS CON COM1: 11P NEWS												

AUG/12 55175.00

CONTRACT TOTAL 55175.00
 TOTAL SPOTS 16

MARKET TOTALS \$162,425 WFLA 34% WFTS 26% WTSP 12% WTVT 28% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA50+*

Mentzer Media Services
600 Fairmount Avenue
Ste 600
Towson MD 21286

Liberty Foundation FI/ Issue
Submission Number 711 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Liberty Foundation FI/ Issue	Submission Cost: 55175	Campaign Ref: E:120809066
Buyer: ..	Client/Product/Estimate: . / 1337	Sales Rep: HRP Washington, DC
Schedule Dates: 08/06/12 to 08/19/12	Weeks: 2	Order Ref: 06271124
Est./PO Number: 06271124	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Liberty Fndation FL	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/06	08/13	Total	Cost
1	Olympics Summer PrimeS	01	28000	30 Comme	Nbr of Spots	1	1	28000
2	M-Su Late News Post Premium EventS	02	2600	30 Comme	Nbr of Spots	1	1	2600
3	Sat 6p NewsS	02	900	30 Comme	Nbr of Spots	2	2	1800
4	Olympics Summer Morning WKND Sa-S	01	7500	30 Comme	Nbr of Spots	1	1	7500
5	Sun 6p NewsS	02	1000	30 Comme	Nbr of Spots	2	2	2000
6	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
7	M-F 3p Doctors M.....	04	425	30 Comme	Nbr of Spots	1	1	425
8	M-F 4p Dr Oz M.....	03	650	30 Comme	Nbr of Spots	1	1	650
9	M-F 5p News	03	1000	30 Comme	Nbr of Spots	1	1	1000
Weekly Totals: Total Spots (Ord Spots)					7	9	16	

Mentzer Media Services
600 Fairmount Avenue
Ste 600
Towson MD 21286

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PHONE (813) 228-8888

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Buyer: ..	Client/Product/Estimate: . / /337	Sales Rep: HRP Washington, DC
Schedule Dates: 08/06/12 to 08/19/12	Weeks: 2	Order Ref: 06271124
Est./PO Number: 06271124	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/06	08/13	Total	Cost
10	M-F 530p News M.....	03	1000	30 Comme Nbr of Spots		1	1	1000
11	M-F 6p News M.....	02	2000	30 Comme Nbr of Spots		1	1	2000
12	M-F 7p News M.....	01	2200	30 Comme Nbr of Spots		2	2	4400
13	M-Su 11p News M.....	02	1800	30 Comme Nbr of Spots		1	1	1800
Weekly Totals: Total Spots(Ord Spots)					7	9	16	

Grand Totals				Month 8 Weeks: 4	
Totals		08/06	08/13		
Spots	16	7			
Cost	55175	41900			13275

Grand Totals:	Spots: 16
	Gross Total: 55,175.00
	Commission: 8,276.25
	Net Total: 46,898.75

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WFLA-TV	Date: 8/9/12
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I, Lauren Schumacher
do hereby request station time concerning the following issue:

Liberty Foundation of Florida

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				
	8/11-8/14				

Total Charges: \$ 55,175.⁰⁰ GROSS

This broadcast time will be used by: Liberty Foundation of Florida

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

LIBERTY FOUNDATION OF FLORIDA

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

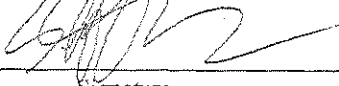
☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

05-10-12  352-256-9579
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

 Signature Printed Name Title